

**Amendment and Response**

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Serial No.: 09/835,725

Confirmation No.: 7044

Filed: 16 April 2001

For: PERFORATED FILM CONSTRUCTIONS FOR BACKLIT SIGNS

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**In the Claims**

This listing of claims replaces all prior versions, and listings, of claims in the above-identified application:

1. – 28. (Cancelled)

29. (New) A generally planar film construction comprising

a front surface and a back surface, the construction comprising a thickness between the front surface and the back surface;

a plurality of perforations distributed over the construction, wherein each perforation of the plurality of perforations transmits light through the construction, and further wherein each perforation of the plurality of perforations comprises a uniform cross-sectional area throughout the thickness of the construction;

opaque land area separating the plurality of perforations; and

a layer of adhesive proximate the back surface of the construction, wherein the adhesive comprises a reflective pigment; and

wherein the plurality of perforations occupy about 10% to about 35% of the front and back surfaces of the construction.

30. (New) The construction of claim 29, wherein the adhesive comprises a pressure sensitive adhesive.

31. (New) The construction of claim 29, wherein at least about 50% of normal incident light directed at the land area of the back surface of the construction is reflected.

32. (New) The construction of claim 29, wherein the reflective pigment comprises a white pigment.

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33. (New) The construction of claim 29, wherein the reflective pigment is selected from the group consisting of titanium dioxide, barium sulfate, and combinations thereof.
34. (New) The construction of claim 29, wherein at least about 80% of normal incident light directed at the land area on the back surface of the construction is reflected.
35. (New) The construction of claim 29, wherein the opaque land area comprises an absorptive material that provides opacity by absorption of light incident thereon.
36. (New) The construction of claim 29, wherein the construction comprises a non-black color layer proximate the front surface and an opaque, light absorptive intermediate layer proximate the back surface.
37. (New) The construction of claim 36, wherein the intermediate layer is selected from the group consisting of a black layer, gray layer, blue layer, and brown layer.
38. (New) The construction of claim 29, comprising a non-black color layer attached to a black intermediate layer, and further wherein at least about 50% of normal incident light directed at the land area of the back surface of the construction is reflected.
39. (New) The construction of claim 29, wherein the construction comprises a color layer attached to a white intermediate layer, wherein the color layer forms the front surface of the construction and the white intermediate layer forms the back surface of the construction.
40. (New) The construction of claim 29, wherein the color layer comprises a black polymeric film attached to the white intermediate layer.

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41. (New) A generally planar film construction comprising
- a front surface and a back surface, the construction comprising a thickness between the front surface and the back surface, a non-black color layer proximate the front surface, and an opaque, light absorptive intermediate layer proximate the back surface;
  - a plurality of perforations distributed over the construction, wherein each perforation of the plurality of perforations transmits light through the construction, and further wherein each perforation of the plurality of perforations comprises a uniform cross-sectional area throughout the thickness of the construction;
  - opaque land area separating the plurality of perforations; and
  - a layer of reflective pressure sensitive adhesive on the opaque, light absorptive intermediate layer, wherein the reflective pressure sensitive adhesive comprises a reflective pigment.
42. (New) The construction of claim 41, wherein the reflective pigment comprises a white pigment.
43. (New) The construction of claim 41, wherein the reflective pigment is selected from the group consisting of titanium dioxide, barium sulfate, and combinations thereof.
44. (New) The construction of claim 41, wherein the intermediate layer is selected from the group consisting of a black layer, gray layer, blue layer, and brown layer.
45. (New) The construction of claim 41, wherein at least about 50% of normal incident light directed at the land area of the back surface of the construction is reflected.
46. (New) The construction of claim 41, wherein at least about 80% of normal incident light directed at the land area on the back surface of the construction is reflected.

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47. (New) A sign face capable of having one appearance under light ambient lighting conditions, and another appearance when back lit and under dark ambient lighting conditions, the sign face comprising:

a substrate comprising a first surface facing a viewer and a second surface facing away from a viewer;

a film construction attached to the first surface of the substrate, the construction comprising:

a front surface and a back surface, the construction comprising a thickness between the front surface and the back surface;

a plurality of perforations distributed over the construction, wherein each perforation of the plurality of perforations transmits light through the construction, and further wherein each perforation of the plurality of perforations comprises a uniform cross-sectional area throughout the thickness of the construction;

opaque land area separating the plurality of perforations; and

a layer of adhesive attaching the back surface of the construction to the first surface of the substrate, wherein the adhesive comprises a reflective pigment.

48. (New) The sign face of claim 47, wherein the adhesive comprises a pressure sensitive adhesive.

49. (New) The sign face of claim 47, wherein at least about 50% of normal incident light directed at the land area of the back surface of the construction is reflected.

50. (New) The sign face of claim 47, wherein the reflective pigment comprises a white pigment.

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51. (New) The sign face of claim 47, wherein the reflective pigment is selected from the group consisting of titanium dioxide, barium sulfate, and combinations thereof.
52. (New) The sign face of claim 47, wherein the construction comprises a non-black color layer proximate the front surface and an opaque, light absorptive intermediate layer proximate the back surface.
53. (New) The sign face of claim 52, wherein the intermediate layer is selected from the group consisting of a black layer, gray layer, blue layer, and brown layer.
54. (New) The sign face of claim 47, further comprising a diffuser attached to the second surface of the substrate.
55. (New) The sign face of claim 47, wherein the substrate diffuses light transmitted therethrough.
56. (New) A backlit sign comprising :  
an enclosure comprising an interior;  
a sign face capable of having one appearance under light ambient lighting conditions, and another appearance when backlit and under dark ambient lighting conditions, the sign face comprising:  
a substrate comprising a first surface facing away from the interior of the enclosure and a second surface facing the interior of the enclosure;  
a film construction attached to the first surface of the substrate, the construction comprising:  
a front surface and a back surface, the construction comprising a thickness between the front surface and the back surface;

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a plurality of perforations distributed over the construction, wherein each perforation of the plurality of perforations transmits light through the construction, and further wherein each perforation of the plurality of perforations comprises a uniform cross-sectional area throughout the thickness of the construction;

opaque land area separating the plurality of perforations; and

a layer of adhesive attaching the back surface of the construction to the first surface of the substrate, wherein the adhesive comprises a reflective pigment.

57. (New) The backlit sign of claim 56, wherein the adhesive comprises a pressure sensitive adhesive.

58. (New) The backlit sign of claim 56, wherein at least about 50% of normal incident light directed at the land area of the back surface of the construction is reflected.

59. (New) The backlit sign of claim 56, wherein the reflective pigment comprises a white pigment.

60. (New) The backlit sign of claim 56, wherein the reflective pigment is selected from the group consisting of titanium dioxide, barium sulfate, and combinations thereof.

61. (New) The backlit sign of claim 56, wherein the construction comprises a non-black color layer proximate the front surface and an opaque, light absorptive intermediate layer proximate the back surface.

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62. (New) The backlit sign of claim 56, wherein the intermediate layer is selected from the group consisting of a black layer, gray layer, blue layer, and brown layer.

63. (New) The backlit sign of claim 56, further comprising a diffuser attached to the second surface of the substrate.

64. (New) The backlit sign of claim 56, wherein the substrate diffuses light transmitted therethrough.